



## Request for Proposals

### Technical Assistance Grant Announcement for Smoke-free Air Community Education

The Mississippi State Department of Health Office of Tobacco Control, in collaboration with the Americans for Nonsmokers' Rights Foundation, is providing technical assistance funds for local and county governments interested in educating their citizens on the benefits of smoke-free air and the protection of comprehensive (smoke, vapor, and aerosol-free) air policies.

## A. Overview

Exposure to secondhand smoke causes premature death and disease in nonsmokers. The United States Surgeon General reports there is no safe level of exposure to secondhand smoke. According to the Centers for Disease Control and Prevention (CDC), implementing programs and policies to influence societal systems across local communities has the greatest positive, long lasting impact on the health of the general public.

The Mississippi State Department of Health (MSDH) Office of Tobacco Control (OTC) is committed to promoting and protecting the health of all Mississippians. Each year approximately 500 non-smoking Mississippians die as a result of exposure to secondhand smoke. One of the four primary goals of the OTC is to eliminate exposure to secondhand smoke in public places.

The OTC implements a range of integrated programmatic activities to encourage and support tobacco-free lifestyles, including the Technical Assistance Grant for Smoke-free Air Community Education. The OTC is soliciting proposals from local and county governments that are interested in educating constituents on the benefits of smoke-free air and the protections comprehensive smoke-free policies can provide. The goal of the program is to assist elected officials throughout Mississippi in protecting the health of their citizens by promoting smoke-free public environments.

## B. Funding Levels

The MSDH Office of Tobacco Control is requesting proposals from Mississippi's local and county governments. The current opportunity is for municipalities with a comprehensive plan to educate their communities on the benefits of smoke-free air. These efforts must be scheduled and strategic. See eligibility section for more details. Completed proposals are due no later than **March 31, 2020**. Final funding amounts will be determined by the OTC. This opportunity will be available as state funding allows and may be terminated at any time.

Approximate funding levels are as follows:

- (a) Up to \$5,000 for city or county governments; or
- (b) Up to \$2,500 for town or village government.

\*At time of incorporation, municipalities with populations of more than 2,000 are classified as cities, municipalities containing between 301 and 2000 persons are considered towns, and municipalities between 100 and 300 persons are called villages.

### C. Eligibility Guidelines

Proposals will be accepted from municipal governments in the State of Mississippi that are introducing the benefits of smoke-free air and the protections of smoke-free air policies to their community members. In order to protect the at-risk population, the health education must take place in an area where there is no comprehensive smoke-free policy. The funding level will be in accordance with the communication activities outlined in the plan submitted by the municipality and approved by the OTC. This opportunity is not available under the following circumstances:

- a. This opportunity is not available to municipalities that have a comprehensive smoke-free policy in place.
- b. Municipalities that have a partial smoke-free policy are not eligible for this opportunity.
- c. Municipalities that apply and receive any amount of funds through the current opportunity are not eligible to reapply for additional funding, even if they did not receive the full amount available for their community size.
- d. Municipalities that have already received funds in any amount through the Technical Assistance Grant for Smoke-free Community Policies \*2010 – 2017 are not eligible for this opportunity even if they do not have a comprehensive smoke-free policy.

### D. Proposal Requirements

The proposal should be clear, concise, and thorough, and should provide sufficient detail to aid proper evaluation by the MSDH review committee. It is the applicant's responsibility to review the entire RFP and to ensure the proposal is consistent with requirements. A complete, comprehensive proposal consists of:

1. A cover page detailing:
  - (a) Name of city or county
  - (b) Mailing and physical address
  - (c) Contact telephone number(s)
  - (d) Names and titles of all elected government officials
  - (e) Name, title, email address, signature, and date of signature of the elected official responsible for proposal (must be an elected official)
  - (f) Name, title, and contact information for municipal point of contact
2. A project narrative shall be a work plan that discusses the need for funding, the amount requested and spending plan, and the municipality's ability to implement the work plan. Proposal details must describe and identify:
  - (a) The city or county by population and ethnicity
  - (b) Key business leaders and organizations

- (c) Past efforts, if any, to pass a smoke-free policy
  - (d) Resources needed to educate constituents on the benefits of the policy and a smoke-free lifestyle
  - (e) Detailed description of how funds will be utilized and the materials or messages about the elimination of exposure to secondhand smoke in the community
  - (f) Capacity to complete proposed project
  - (g) Assistance needed from the OTC
  - (h) Groups or interests most likely to challenge a smoke-free policy
  - (i) Methods most likely to be used to overcome challenges
3. A proposed timeline of activities as outlined by OTC and the activities of health and wellness councils adopted by the city or county government, if applicable.
  4. A proposed budget detailing costs of proposed activities and total amount requested.
  5. A signed Certification of Non-acceptance.

**Completed proposals are due no later than March 31, 2020**

#### E. Grantee Activities

Once a proposal has been approved, the OTC will draft a contract for the municipality to complete and return. Once the contract is approved for funding, the municipality (grantee) must schedule a meeting with the designated MS Tobacco-Free Coalition (MTFC) project director and the OTC project monitor. During this initial meeting the MTFC project director will discuss contractual obligations and the process for reimbursement distribution.

The municipality must have sufficient financial resources available to meet deadlines without advance payment from OTC. When the required activities have been completed, a request for reimbursement may be submitted to the OTC in the form of an invoice. The invoice should appear on the municipality's official letterhead and must be accompanied by the following:

1. Supporting documentation, i.e. invoices, receipts, agendas, and sign-in sheets
2. A completed timeline of the required activities
3. Proof of public posting about all public meetings
4. Copies or photos of printed and digital educational materials used
5. Copies of electronic materials used

## F. Grant Use Requirements

Use of grant funds must be in accordance with the approved proposal and scope of work. Any deviations must be approved by the OTC.

1. Grant funding may be used for:
  - a. Where applicable, secondhand smoke reduction activities that have been adopted by local or county officials as part of a health and wellness councils' plan and that pertain to this RFP, to include:
    - (a) Public meetings, not funded by other entities (original proof of purchase must be provided)
    - (b) Smoke-free/Tobacco-free educational materials
    - (c) Paid media
  - b. Educational activities about citizen access to clean air or secondhand smoke reduction
  - c. Community improvement projects that increase citizen access to clean air or secondhand smoke reduction.
2. Grant funding may not be used for and the applicant will not be funded for:
  - (a) Items deemed inappropriate by the Mississippi State Department of Health's Office of Tobacco Control
  - (b) Costs associated with responding to this request for proposals
3. Grant recipients cannot:
  - (a) Accept funding or support from the tobacco industry
  - (b) Have individuals in decision-making positions that are associated with tobacco companies

## G. Procedures for Submission and Delivery of Response to Request for Proposal

Note: Proposals that do not follow these guidelines will not be reviewed.

Applicants are required to submit one (1) complete original proposal and two copies of the proposal. Facsimile (faxes) and electronic submissions will not be accepted. Proposals and materials will not be returned to the applicants. The original and two copies of the proposal should be signed and all requirements submitted in a sealed envelope or package.

Submit Proposal to: Mississippi State  
 Department of Health  
 Office of Tobacco Control  
 Attn: Vickie Perry  
 805 S. Wheatley Street, Suite 400-A  
 Ridgeland, MS 39157

NOTICE: Proposals that fail to follow the instructions in this document will be declared ineligible. It is the applicant's responsibility to submit a correct and complete proposal. No proposal may be revised, amended, or altered once it is received. MSDH reserves the right to negotiate or reject any or all proposals, or cancel this RFP in its entirety. Submission of a proposal indicates the applicant agrees to the terms and conditions of the RFP.

Except to the extent that specified items of commercial and financial information of a proprietary nature or designated trade secrets are clearly marked or identified as being sensitive data, all materials provided by the applicant, including budget and financial data, information concerning business systems and procedures, personnel participation data and personnel qualification information, and other unique program descriptions and intellectual property identified by the applicant will be subject to disclosure by MSDH in accordance with Miss. Ann. Code §§ 25-61-1 et.seq., "Mississippi Public Records Act of 1983."

#### H. Review and Selection Process

Acceptance of a proposal by the MSDH does not constitute a contractual relationship between the applicant and the MSDH. Successful proposals may result in the development of a contractual agreement between the applicant and the MSDH.

Applications will be reviewed for completeness by staff from the Office of Tobacco Control and the Mississippi Tobacco-Free Coalitions. Applications must include all proposal requirements of this RFP to be considered for funding. Incomplete applications will not advance through the review process. Applicants will be notified if the application did not meet submission requirements.

Applications may be approved but not funded. Those applications may be retained for funding consideration during a subsequent grant review cycle.

#### I. Anticipated Announcement and Award Dates

All proposals will be opened and reviewed by a committee within 14 days of being received by the Office of Tobacco Control.

Each proposal will compete for funding amounts up to \$5,000 depending on size and the plan of action. Each application should include all proposal requirements, as described in this RFP. Funding recommendations for each proposal will be based on merit and quality of the applications received. The Office of Tobacco Control reserves the right to vary funding amounts for individual applications and to withdraw or modify the solicitation at any time as state funds allow.

Activities associated with this contract must be completed by **June 30, 2020** of the current fiscal year. Invoices not received by the deadline will not be reimbursed.

**J. MSDH Responsibility**

1. Provide program oversight
2. Provide on-going technical assistance
3. Process reimbursement requests in a timely manner

**K. Mississippi Tobacco-Free Coalition Responsibility**

1. Provide technical assistance
2. Provide education and resources
3. Facilitate communication between MSDH and the municipality

**Application Checklist**

Applications that are missing any of the following listed items will be considered incomplete:

- \_\_\_\_\_ Cover Page
- \_\_\_\_\_ Project Narrative
- \_\_\_\_\_ Proposed Time Line for all required activities
- \_\_\_\_\_ Proposed Budget for all required activities
- \_\_\_\_\_ Disclosure Statement / Certification of Non-Acceptance

Applicants are required to submit:

- \_\_\_\_\_ One (1) original hardcopy of the completed application with original signatures
- \_\_\_\_\_ Two (2) photocopies of the completed application

All contact should be directed to Vickie Perry, MSDH Office of Tobacco Control, as follows:

Physical Address: Mississippi State Department of Health  
Office of Tobacco Control  
805 S. Wheatley Street, Suite 400-A  
Ridgeland, MS 39157

Email Address:  
[vickie.perry@msdh.ms.gov](mailto:vickie.perry@msdh.ms.gov)

Office Telephone: 601-991-6056